BOUVENIR
CHOCOLAT-MENIER.

WORLD'S COLUMBIAN EXPOSITION, CHICAGO, 1893.

Chocolat-Menier Pavilion.

P. J. WEBER, Architect..

JAMES A. MCGONIGLE,	Chicago,	-	-	-	Contractor.		
MAX MAUCH,	-	-	Chicago,	-	-	-	Sculptor.
ALLARD & FILS,	-	-	Paris, New York,	-	Decorators.		
GRAU,	-	-	-	New York,	-	-	Center Dome.
A. H. REVELL & Co.,	-	Chicago,	-	-	-	Furniture.	
FRANK L. DAVIS,	-	Chicago,	-	-	-	-	Mosaic.

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CHOCOLAT-MENIER

CHOCOLAT-MENIER.

A Few Points of Interest Relating to Chocolate.

1. PURE CHOCOLATE AND ITS PROPERTIES.
2. TEA AND COFFEE, and their effects on the nervous system.
3. WHY CHOCOLATE IS NOT DRANK IN AMERICA.
4. DIFFERENCE BETWEEN COCOA AND CHOCOLATE.
5. **CHOCOLAT-MENIER**, above all competition.

HIGHEST AWARD AT ALL EXPOSITIONS.

INTERIOR OF CHOCOLAT-MENIER PAVILION, WORLD'S COLUMBIAN EXPOSITION.

PURE CHOCOLATE.

It has been recognized that pure Chocolate as a beverage, and prepared either with milk or water, is the most substantial aliment that can be found.

It unites in a perfect form all the qualities one could wish for in a healthy and strengthening food. Contrary to what has been said against it, its digestion is easy; it is not bilious, agrees marvelously well with weak constitutions, (especially with children) and above all it is the remedy for *dyspepsia par excellence*.

Medical men now recommend it generally as *the best of aliments*, at whatever time of the day it may be taken.

Chocolate has no substitute. *Alone it might suffice for the nourishment of man*—so much so that in the north of Spain and a part of Provence (France), a breakfast usually consists of bread and a stick of chocolate; and Mexicans, Creoles, Spaniards and Portugese have made it the basis of their alimentation.

TEA AND COFFEE.

Strange to say, in spite of what has been urged by medical authorities of both continents against

the persistent use of tea and coffee, which they declare the most effective agents to create nervous and stomachic debility (such as dyspepsia), that the American, the one most afflicted with this universal complaint, still clings to the use of a product so prejudicial to his health.

WHY CHOCOLATE IS NOT DRANK IN AMERICA.

Outside of the wealthy part of this population, who have been able to acquaint themselves with all the qualities of this delicious beverage during a sojourn in Europe, where this drink is so highly esteemed, very few know the value of its use and so care little or nothing for the article.

It seems peculiar that in a country like this, where the inhabitants are, above all other nations, fond of pure and healthful food, that an aliment of so many nutritive properties, (joined to an agreeableness of taste and flavor, equaled by none other), has been excluded from the table of so many households as a rule anxious to procure and assimilate exclusively pure and nutritious food.

One reason accounting for it is that chocolate has hitherto been regarded in this country as a

confection ; and also, the lack of knowledge on the part of the people as to how to prepare it as a beverage. (See Recipe on last page.)

Another, and a very important one, is the inveterate use, by Americans, of *tea and coffee*.

The dominating reason, however, accountable for this state of things, resides principally in the difficulty that has been found in procuring pure chocolate sufficiently palatable to suit the taste and replace the drinks which one is accustomed to; most of the so-called chocolates sold hitherto on the market being either of inferior grade and value, or adulterated, if not both.

DIFFERENCE BETWEEN COCOA AND CHOCOLATE.

The erroneous conception that the so-called Cocoa and Chocolate are one and the same thing may, perhaps, be called to account for it as well.

It is not. While it is true that cocoa and chocolate have actually the same basis, namely, the cocoa bean, they, nevertheless, differ in a great many respects, as may be seen.

One of the most eminent French physicians, M. Mary Durand, to whom was put the question whether or not the cocoa powder in value equaled chocolate, said in substance, as follows :

“The cocoa powder seems to have the advantage, by reason of its fineness and the ease with which it can be mixed with milk, water or other liquids. Therefore, it seems to be preferred by restaurants, cafes, buffets, and a great many households where RAPIDITY IN SERVICE is the principal desideratum. But cocoa powder has, notwithstanding, one drawback and a great one at that, which suffices to entitle real chocolate to the preference after all, for—

“In order to reduce cocoa to a powdered state and keep it in that form, it is indispensable that a certain quantity of butter be extracted from the bean. What is the result?

“With the butter disappears the greater part of the aroma and also an equal part of its alimentary value. One produces an almost similar result in subtracting the CREAM FROM THE MILK, the

Chocolat-Menier Hydraulic Model Works, Noisiel, (near Paris.)

PARTIAL VIEW OF FACTORY AND EMPLOYES AT NOON HOUR.

CHOCOLAT-MENIER HYDRAULIC MODEL

BIRDSEYE VIEW C

EL WORKS. NOISIEL (NEAR PARIS).

OF THE WORKS.

Chocolat-Menier Hydraulic Model Works, Noisiel, (near Paris.)

INTERIOR VIEW OF WORKS—WEIGHING AND MOULDING ROOM.

Mixers, Mechanical Weighers and Beaters. (Power from beneath.)

YOLK FROM THE EGG, the OIL FROM THE OLIVE, and there is nothing left but a FLAVORLESS RESIDUE."

Another no less celebrated medical authority, Dr. B. Carles, Professor at Bordeaux, goes still further. He estimates that in leaving but a small part of the butter in the cocoa powder one can make the latter essentially unwholesome—the powder becoming acid with age.

"Taken as a whole the process of reducing cocoa to a powder," says he, "appears to be a retrograde movement, considering it exclusively from an alimentary point of view."

As a consequence, anyone granting this question but a moment's thought, will be of the same opinion as ourselves.

The cocoa powder, being entirely devoid of all the natural and nutritive properties and aroma of the nut, can in no way possess the strength nor the flavor and delicacy for which chocolate has become so famous, and

Cocoa and Chocolate can no more be compared to each other than skimmed milk to pure cream.

CHOCOLAT=MENIER.

Of all the chocolates manufactured to-day, CHOCOLAT-MENIER admittedly ranks in the first line, and we may say, takes the lead. There is no alimentary substance that has acquired a greater or more merited reputation.

Its low price and its superior quality has placed it within the reach of all.

It offers that which the most particular epicures look for and what all medical men desire: a wholesome and agreeable food and a decided renovating power.

These advantages are due to a special system of manufacture and to a careful selection of raw materials produced on CHOCOLAT-MENIER'S *own plantation.*

This, in every way, perfect chocolate needs no introduction to Americans having traveled abroad. They know the merits of CHOCOLAT-MENIER which have enabled its manufacturer to steadily increase its business until he can justly claim the name of

The Largest Factory in the World

Chocolat-Menier Hydraulic Model Works, Noisiel, (near Paris.)

INTERIOR VIEW OF WORKS—GRINDING ROOM.

Permanent Revolving Mills, Grinders and Mixers.

Why Chocolat-Menier is Recognized : : :

: : : As the Largest Factory in the World.

CHOCOLAT - MENIER

Is the only firm that has, in South America, its own plantations to produce the cocoa used in its manufacture.

CHOCOLAT - MENIER

Has its own fleet of steamers for the transportation of the raw material to its factories in France and England.

CHOCOLAT - MENIER

Has its own sugar refineries.

CHOCOLAT - MENIER

Has as personal property the entire town of Noisiel (near Paris), with the homes of two thousand of its employes.

CHOCOLAT - MENIER

Has its own railroads.

In short, everything pertaining to the manufacture of Chocolat-Menier is raised, produced and manufactured by Menier himself.

ANNUAL SALES, 33 MILLION POUNDS.

Chocolat-Menier Hydraulic Model Works, Noisiel, (near Paris.)

INTERIOR VIEW OF WORKS—ROASTING ROOM.

Roasters, Shellers, Dividers, and Assorting Cleansers.

Correct Manner of Preparing

Menier Chocolate as a Beverage.

For each cup wanted break into small pieces one of the six tablets into which every half-pound package is divided. Place it in a saucepan and add sufficient boiling water to reduce the chocolate to a smooth paste by stirring it constantly over a brisk fire. When thoroughly dissolved add a cup of unboiled milk, either cold or warm, and boil for about four minutes. Serve hot and you will have a *cup of perfect chocolate*. Try it.

Write to Menier, New York, or Chicago (59 Wabash Avenue), for descriptive pamphlets of CHOCOLAT-MENIER model works, Noisiel, near Paris, France.

CHOCOLAT MENIER
ME
MENIER

AMERICAN BRANCHES:

EASTERN

86 WEST BROADWAY,
NEW YORK.

WESTERN

59 WABASH AVENUE,
CHICAGO.